



WPEC
1100 Fairfield Dr
West Palm Beach, FL 33407

McLaughlin & Associates
566 S Ft 303
Blauvelt, NY 10913

Contract # 1367978

Schedule Dates 09/18/12-10/07/12
Advertiser Republican Party of Florida 3 Pac (73959)
Agency McLaughlin & Associates (9012)
Product POLITICAL CANDIDATE (ns) (1186)
Brand RPO3PAC 9/17 (471665)
Salesperson TeleRep/Dc, Washington DC (2995)
Sales Office TeleRep Washington DC
Buyer Name CAMPBELL, MARLANNE
Phone/Fax /
CPE 449
Account Types National/Political Candidate Agency BRD
Billing Type Standard
Comments RPO3PAC 9/17
***** THIS IS A CASH IN ADVANCE SCHEDULE *****
BOGDANOFF, GARDINER,

Date Entered 09/05/12
Last Modified 09/13/12
Entered By Nancy Stratus
CO-OP No
Headline # 06305041
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$4,685.25
Net Total \$26,549.75
Sales Tax

West Palm Beach (WPEC)
By Broadcast Month Spots Rate
Sep. 2012 55 \$21,685.00
Oct. 2012 26 \$9,550.00
Grand Total: 81 \$31,235.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	10/01/12-10/05/12	4	:30	6A-7A (EST)	5	X	X	X	X	X			5	\$265.00	\$1,325.00	West Palm Beach (WPEC)		9/5/12
2.0	Normal Line / SPOT (2)	09/24/12-09/28/12	4	:30	6A-7A (EST)	4	X	X	X	X	X			4	\$265.00	\$1,060.00	West Palm Beach (WPEC)		9/5/12
3.0	Revised Line / SPOT (3)	09/17/12-09/21/12	4	:30	6A-7A (EST)	5	X	X	X	X	X						West Palm Beach (WPEC)		9/5/12
3.1	Normal Line / SPOT (3)	09/18/12-09/21/12	4	:30	6A-7A (EST)	5	X	X	X	X	X			5	\$265.00	\$1,325.00	West Palm Beach (WPEC)		9/13/12
4.0	Revised Line / SPOT (4)	10/01/12-10/05/12	3	:30	9A-10A (EST)	3	X	X	X	X	X			3	\$300.00	\$900.00	West Palm Beach (WPEC)		9/5/12
4.1	Normal Line / SPOT (4)	10/01/12-10/05/12	2	:30	9A-10A (EST)	3	X	X	X	X	X			3	\$150.00	\$450.00	West Palm Beach (WPEC)		9/5/12
5.0	Normal Line / SPOT (5)	09/24/12-09/28/12	4	:30	9A-10A (EST)	5	X	X	X	X	X			5	\$265.00	\$1,325.00	West Palm Beach (WPEC)		9/5/12
6.0	Revised Line / SPOT (6)	09/17/12-09/21/12	4	:30	9A-10A (EST)	5	X	X	X	X	X						West Palm Beach (WPEC)		9/5/12
6.1	Normal Line / SPOT (6)	09/18/12-09/21/12	4	:30	9A-10A (EST)	5	X	X	X	X	X			5	\$265.00	\$1,325.00	West Palm Beach (WPEC)		9/5/12
7.0	Normal Line / SPOT (7)	10/01/12-10/05/12	4	:30	12P-12:30P (EST)	5	X	X	X	X	X			5	\$265.00	\$1,325.00	West Palm Beach (WPEC)		9/5/12
8.0	Normal Line / SPOT (8)	09/24/12-09/28/12	4	:30	12P-12:30P (EST)	5	X	X	X	X	X			5	\$265.00	\$1,325.00	West Palm Beach (WPEC)		9/5/12
9.0	Revised Line / SPOT (9)	09/17/12-09/21/12	4	:30	12P-12:30P (EST)	5	X	X	X	X	X						West Palm Beach (WPEC)		9/5/12
9.1	Normal Line / SPOT (9)	09/18/12-09/21/12	4	:30	12P-12:30P (EST)	5	X	X	X	X	X			5	\$265.00	\$1,325.00	West Palm Beach (WPEC)		9/13/12
10.0	Normal Line / SPOT (10)	09/24/12-09/28/12	4	:30	4P-5P (EST)	3	X	X	X	X	X			3	\$225.00	\$675.00	West Palm Beach (WPEC)		9/5/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



McLaughlin & Associates
566 S RI 303
Blauvelt, NY 10913

WPEC
1100 Fairfield Dr
West Palm Beach, FL 33407

Schedule Dates	09/18/12-10/07/12	Last Modified	09/13/12
Advertiser	Republican Party of Florida 3 Pac (73959)	Entered By	Nancy Brittus
Agency	McLaughlin & Associates (9012)	CO-OP	No
Product	POLITICAL CANDIDATE (ns) (1186)	Headline #	06305041
Brand	RPF03PAC 9/17 (471665)	Demo	A35+R
Salesperson	TeleRep/DC, Washington DC (2995)	Order Type	Normal
Sales Office	TeleRep Washington DC	Package Deal	
Buyer Name	CAMPBELL, MARIANNE	Commission %	15.00
Phone/Fax	/	Commission	\$4,685.25
CPE	449	Net Total	\$26,549.75
Account Types	National/Political Candidate Agency BRD	Sales Tax	
Billing Type	Standard		
Comments	RPF03PAC 9/17 ***** THIS IS A CASH IN ADVANCE SCHEDULE ***** RPF03PAC- BOGDANOFF, GARDINER,		

By Broadcast Month	Spots	Rate
Sep. 2012	55	\$21,685.00
Oct. 2012	26	\$9,550.00
Grand Total:	81	\$31,235.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
11.0	Normal Line / SPOT (11)	10/01/12-10/05/12	4	:30	5P-5:30P (EST)	3	X	X	X	X	X			1	\$375.00	\$375.00	West Palm Beach (WPEC)	No Availability/Exception - higher cash in breaks during that time, also politic	9/5/12
11.0.1	Preempt (11)	10/01/12															West Palm Beach (WPEC)	No Availability/Exception - higher cash in breaks during that time, also politic	
11.0.2	Preempt (11)	10/01/12															West Palm Beach (WPEC)	No Availability/Exception - higher cash in breaks during that time, also politic	
12.0	Revised Line / SPOT (12)	09/17/12-09/21/12	4	:30	5P-5:30P (EST)	3	X	X	X	X	X			3	\$300.00	\$900.00	West Palm Beach (WPEC)		9/5/12
12.1	Normal Line / SPOT (12)	09/18/12-09/21/12	4	:30	5P-5:30P (EST)	3	X	X	X	X	X			3	\$300.00	\$900.00	West Palm Beach (WPEC)		9/13/12
13.0	Normal Line / SPOT (13)	10/01/12-10/05/12	4	:30	5:30P-6P (EST)	2	X	X	X	X	X			2	\$375.00	\$750.00	West Palm Beach (WPEC)		9/5/12
14.0	Revised Line / SPOT (14)	09/17/12-09/21/12	4	:30	5:30P-6P (EST)	2	X	X	X	X	X			2			West Palm Beach (WPEC)		9/5/12
14.1	Normal Line / SPOT (14)	09/18/12-09/21/12	4	:30	5:30P-6P (EST)	2	X	X	X	X	X			2	\$300.00	\$600.00	West Palm Beach (WPEC)		9/13/12
15.0	Normal Line / SPOT (15)	10/01/12-10/05/12	4	:30	6P-6:30P (EST)	5	X	X	X	X	X			1	\$450.00	\$450.00	West Palm Beach (WPEC)		9/5/12
15.0.1	Preempt (15)	10/01/12															West Palm Beach (WPEC)	Political/Spot -	
15.0.2	Preempt (15)	10/02/12															West Palm Beach (WPEC)	Political/Spot -	
15.0.3	Preempt (15)	10/04/12															West Palm Beach (WPEC)	Political/Spot -	

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: _____ Date: _____
Accepted-Station: _____ Date: _____
Comments: _____



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Advertiser Republican Party of Florida 3 Pac (73959)
Agency McLaughlin & Associates (9012)
Product POLITICAL CANDIDATE (ns) (1186)
Brand RFP03PAC 9/17 (471665)
Salesperson TeleRep/DC, Washington DC (2995)
Sales Office TeleRep Washington DC
Buyer Name CAMPBELL, MARIANNE
Phone/Fax /
CPE 449
Account Types National/Political Candidate Agency BRD
Billing Type Standard
Comments RFP03PAC 9/17
***** THIS IS A CASH IN ADVANCE SCHEDULE *****
RFP03PAC-BOGDANOFF, GARDINER

Last Modified 09/13/12
Entered By Nancy Brutus
CO-OP No
Headline # 06305041
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$4,685.25
Net Total \$26,549.75
Sales Tax

By Broadcast Month
Sep. 2012 55 \$21,685.00
Oct. 2012 26 \$9,550.00
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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0.4	Preempt (15)	10/05/12																	
16.0	Revised Line / SPOT (16)	09/17/12-09/21/12	4	:30	6P-6:30P (EST)	5	X	X	X	X	X			5			West Palm Beach (WPEC)	Political/Spot -	9/5/12
16.1	Normal Line / SPOT (16)	09/18/12-09/21/12	4	:30	6P-6:30P (EST)	5		X	X	X	X			5	\$450.00	\$2,250.00	West Palm Beach (WPEC)		9/13/12
17.0	Normal Line / SPOT (17)	10/01/12-10/05/12	4	:30	7P-7:30P (EST)	3	X	X	X	X	X			3	\$375.00	\$1,125.00	West Palm Beach (WPEC)		9/5/12
18.0	Revised Line / SPOT (18)	09/17/12-09/21/12	4	:30	7P-7:30P (EST)	4	X	X	X	X	X			4			West Palm Beach (WPEC)		9/5/12
18.1	Normal Line / SPOT (18)	09/18/12-09/21/12	4	:30	7P-7:30P (EST)	4		X	X	X	X			4	\$300.00	\$1,200.00	West Palm Beach (WPEC)		9/13/12
19.0	Normal Line / SPOT (19)	10/01/12-10/05/12	4	:30	11P-11:30P (EST)	5	X	X	X	X	X			5	\$525.00	\$2,625.00	West Palm Beach (WPEC)		9/5/12
20.0	Normal Line / SPOT (20)	09/24/12-09/28/12	4	:30	11P-11:30P (EST)	3	X	X	X	X	X			3	\$525.00	\$1,575.00	West Palm Beach (WPEC)		9/5/12
21.0	Revised Line / SPOT (21)	09/17/12-09/21/12	4	:30	11P-11:30P (EST)	5	X	X	X	X	X			5			West Palm Beach (WPEC)		9/5/12
21.1	Normal Line / SPOT (21)	09/18/12-09/21/12	4	:30	11P-11:30P (EST)	5		X	X	X	X			5	\$525.00	\$2,625.00	West Palm Beach (WPEC)		9/13/12
22.0	Normal Line / Prime (22)	09/24/12-09/24/12	4	:30	10P-CBS-Hawaii Five-O (Monday)	1								1	\$1,200.00	\$1,200.00	West Palm Beach (WPEC)		9/5/12
23.0	Normal Line / Prime (23)	09/25/12-09/25/12	4	:30	8P-CBS-NCIS (Tuesday)	1								1	\$2,625.00	\$2,625.00	West Palm Beach (WPEC)		9/5/12
24.0	Revised Line / Prime (24)	09/28/12-09/28/12	4	:30	8P-CBS-CSI New York (Friday)	1								1			West Palm Beach (WPEC)		9/5/12

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24.1	Normal Line / Prime (36)	09/28/12-09/28/12	4	:30	8P- CBS-CSI New York (Friday)	1					1			1	\$750.00	\$750.00	West Palm Beach (WPEC)		9/6/12
25.0	Normal Line / Prime (25)	09/28/12-09/28/12	4	:30	10P- CBS-Blue Bloods (Friday)	1					1			1	\$1,125.00		West Palm Beach (WPEC)		9/5/12
25.0.1	Preempt (25)	09/28/12															West Palm Beach (WPEC)	Sold Out/Exception - due to higher cash/political	9/5/12
26.0	Normal Line / SPOT (26)	10/06/12-10/06/12	3	:30	6P- 6:30P (EST)	1						1			\$450.00		West Palm Beach (WPEC)		9/5/12
26.0.1	Closed Preempt (26)	10/06/12															West Palm Beach (WPEC)	Program Change/Exception	
27.0	Normal Line / SPOT (27)	09/22/12-09/22/12	3	:30	6P- 6:30P (EST)	1						1			\$450.00		West Palm Beach (WPEC)		9/5/12
27.0.1	Closed Preempt (27)	09/22/12															West Palm Beach (WPEC)	Program Change/Exception	
28.0	Normal Line / SPOT (28)	09/29/12-09/29/12	4	:30	7P- 7:30P (EST)	1						1			\$265.00		West Palm Beach (WPEC)		9/5/12
28.0.1	Preempt (28)	09/29/12															West Palm Beach (WPEC)	Live Program Overrun/Spot	
29.0	Normal Line / SPOT (29)	10/07/12-10/07/12	4	:30	9A- 10:30A (EST)	1							1		\$675.00	\$675.00	West Palm Beach (WPEC)		9/5/12
30.0	Normal Line / SPOT (30)	09/30/12-09/30/12	4	:30	9A- 10:30A (EST)	1							1		\$675.00	\$675.00	West Palm Beach (WPEC)		9/5/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

**AGREEMENT FORM FOR
POLITICAL CANDIDATE ADVERTISEMENTS**

(check applicable box)

☐ FEDERAL CANDIDATE☒ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date: 8.06.12
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I, McLaughlin & Associates,
being/on behalf of: RPOF 3 PACK (Bogdanoff, Gardner, Gaetz), a legally
qualified candidate of the Republican political
party for the office of: FL State Senate
in the General
election to be held on: 11.06.12
do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
					WPEC #1367978

Total Charges: ORDER ATTACHED # 31,235⁰⁰

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:
Republican Party of Florida

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

RPOF Treasurer: Jeff Howell

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).
THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Date
08.06.12

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Signature: *Michael Roberts*
Printed Name: Michael Roberts
Title: 10/19/12

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, _____ (name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ **does** ☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☐ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

signature of candidate or authorized committee

printed name

date



RECORD OF REQUEST
FOR BROADCAST TIME BY OR ON BEHALF OF A
CANDIDATE FOR PUBLIC OFFICE OR AN ISSUE OF
PUBLIC IMPORTANCE

CANDIDATE/ISSUE: Rep 3 Pae / Bogdanoff, Conaway Party: Rep.
Conerz

OFFICE/DESCRIPTION: 3 Pae
ELECTION DATE: 11/12/12

INQUIRY MADE BY: Marianne Campbell
Candidate Marianne Campbell Manager Agency Committee (circle one)

ADDRESS: McLaughlin & Associates

SIL State Rt 303

Alhambra NY 10913

PHONE: 845-365-2000 FAX: 845-365-2008

EMAIL: _____

Information Requested: Notes & Photos

Final Disposition: Order placed \$ 31,235

If Committee, list officers and position: RPOF Treasurer: Jeff Howell

TAKEN BY: Cheryl Blawie DATE: _____ TIME: _____
T. Rep W. Rep